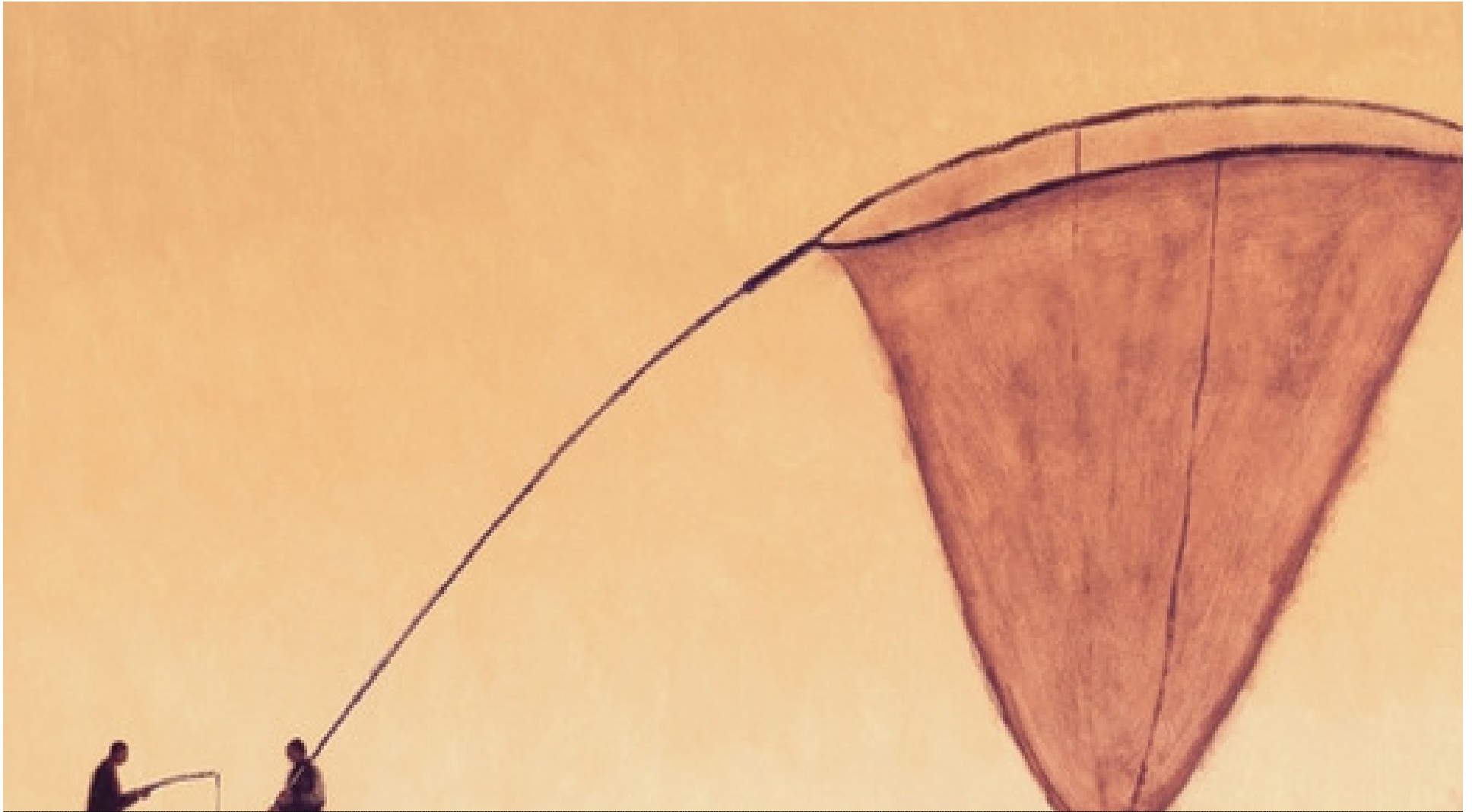


10 Restaurant Menu Design Ideas



Restaurant menu design **ARE VERY IMPORTANT** but often disregarded part of the restaurant marketing.



This "silent salesperson" does not occur by accident - it needs to be strategically planned.

A close-up photograph of a cup constructed entirely from dark brown, roasted coffee beans. The cup is filled with the same beans, and a stream of bright orange-brown coffee is being poured into it from a spout at the top. Wisps of white steam or smoke rise from the coffee. The background is a soft-focus, warm-toned pattern of coffee beans. The text "10 Restaurant Menu Design Ideas" is overlaid in white at the bottom.

10 Restaurant Menu Design Ideas



#1. Four levels of menus



All you need to know about a restaurant should be found in the menu.



**#2. How offer should be designed in
your restaurant menu**



In all available menus there are so called "runners" which is popular food and "weak" food offer.



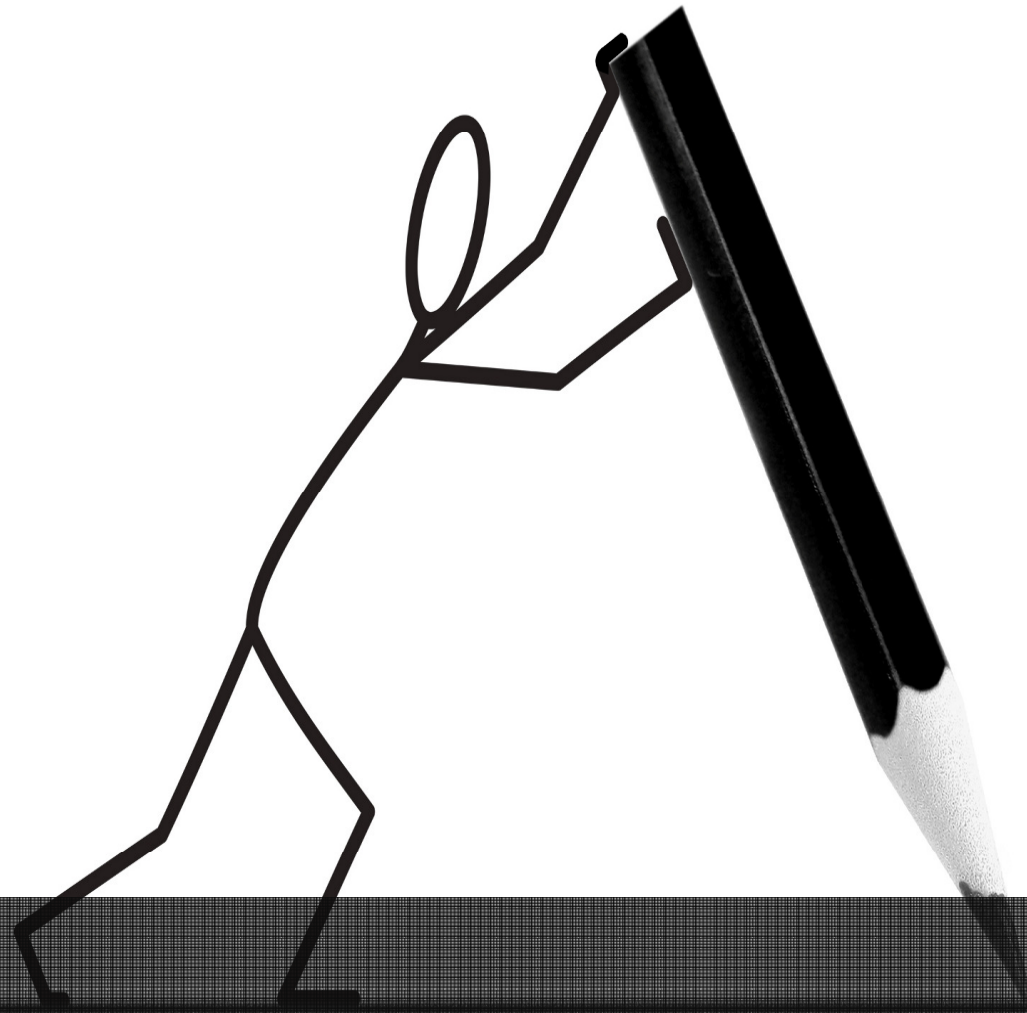
Runners is best selling food, often popular standard dishes - which are recognizable. If you look better you will notice that 20% of the total supply of food on the menu **make up 80% of sales.**



#3. The menu structure



Right side of menu always sells more
then left one



#4. Menu contents



Small number of offered dishes in the menu is not a mistake, but rather an indicator of quality



#5. Menu design



Caterers sale pleasure and a menu just has to evoke that.



#6. Professional design of menu



The menu title and the material from which it is made, should represent the type and quality of your restaurant.



Restaurant "La Bella"
Roman street 51
20124 Milano, Italy
tel. 02.67040000
www.labellait



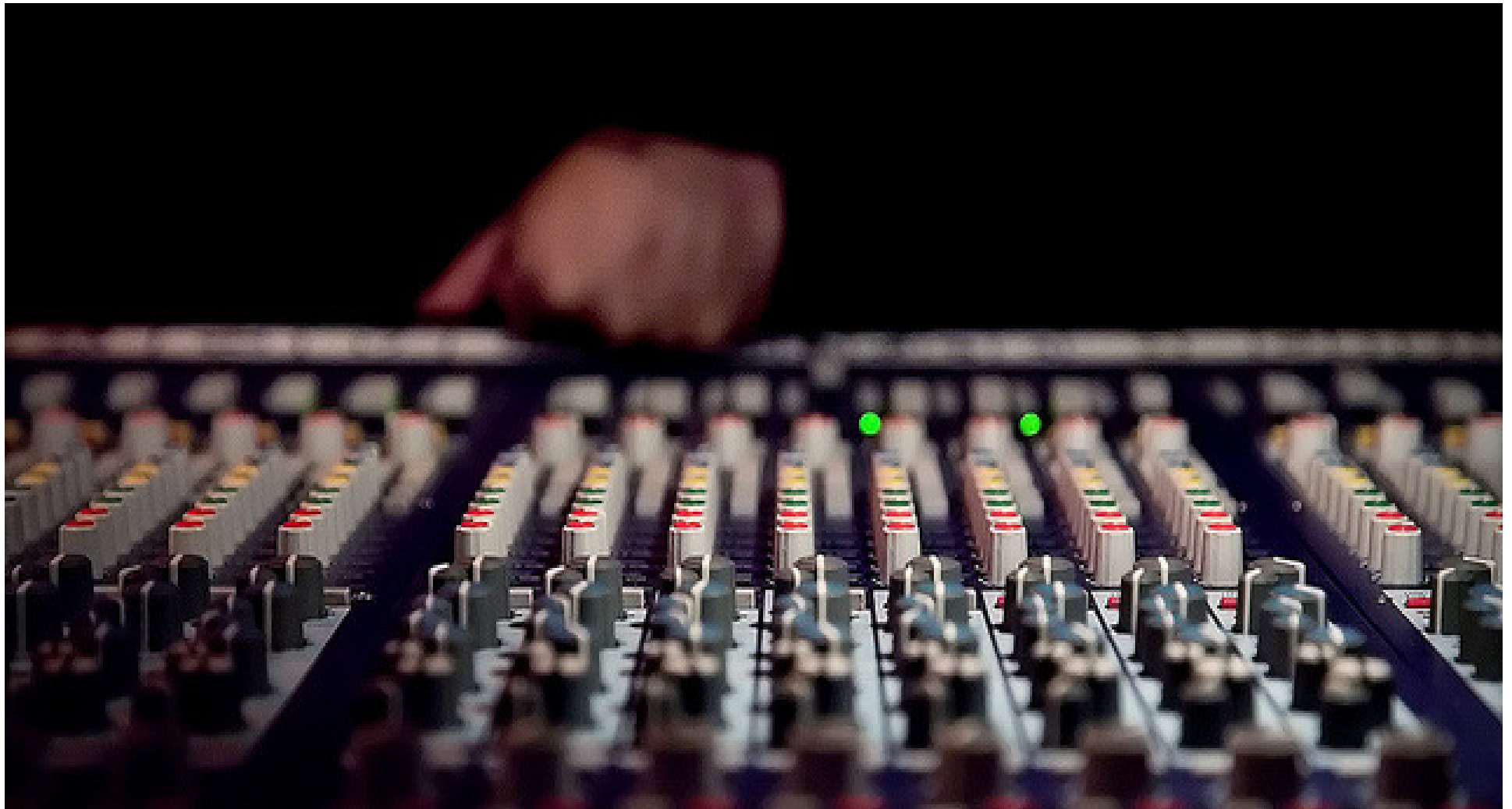
#7. Flyers



Flyers should be immediately reimbursed as soon as they disappear.



#8. Prices in the menu



The best solution is to mix more expensive and less expensive dishes in your restaurant menu.



9. Analysis of the menu



We suggest that you look at your menu card with the eyes of your guest.



#10. Tell me a story



Almost every dish can tell some
story



This is just a beggining in your jurney to become a better
Restaurant Menu Optimization Ninja!

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More Restaurant Tips?
I haz them...

7 Tips How To Make Restaurant Menu
With Special Offers

Author: Mario Milicevic, hospitality business professional with more than 20 years of work experience, one of the founders of the POS Sector Point of Sale application for restaurants and bars – www.possector.com

